



Faculty of Economics Kasetsart University

Course Syllabus 01111361 Marketing for Agri-enterprises

Instructor

Assist. Prof.Dr. Apichart Daloonpate
Assist. Prof.Dr. Boonjit Titapiwatanakun
Assist. Prof.Dr. Kulapa Kuldilok

Email

fecoacd@ku.ac.th
fecobot@ku.ac.th
kulapa.k@ku.ac.th

Class Time: 13:00 – 16:00 pm Tuesdays

Academic year: 2018

Prerequisite:

01111111 Principles of Microeconomics 3(3-0)

Workload Allocation

Credits: 3

Lectures: 3Hrs/Wk

Total time 15 Weeks

COURSE DESCRIPTION:**3(3-0)**

Domestic and international marketing for agri-enterprises. The expansion of agricultural markets. Agricultural futures market. Marketing margin. Marketing channels. Agricultural processing. Role of government on agri-enterprises.

TEACHING METHODS

This course requires student participation via active learning and class participation. Lectures will guide the students and supplement and amplify the text.

ASSESSMENT:

Class participation and Assignments	10%
Term Paper and Presentation	30%
Midterm examination	30%
<u>Final examination</u>	<u>30%</u>
<u>Total</u>	<u>100%</u>

TEXTBOOKS AND READING

1. Philip Kotler. 2012. "Marketing Management." 14th edition. PDF Ebook (Free Full Download)
2. F. Bailey Norwood and Jayson L. Lusk (2008), Agricultural Marketing and Price Analysis, Pearson – Prentice Hall.
3. Robert Dahlstrom (2011), Green Marketing Management, South – Western.
4. Richard L. Kohls and J. N. U. (2000), Marketing of Agricultural Products, Prentice Hall.

ATTENDANCE POLICY:

Students are expected to attend all classes, arrive on time, and remain for the full class session unless prior arrangements are made with the instructor. The attendance and Final Grade will affect students who arrive late, leave early, or have excessive absences.

Course Outline (Tentative*)

Topics	Date	Instructor
1. Marketing management for agri-enterprises	7 August	Apichart
2. Market situation analysis	14 August	Apichart
3. Developing Marketing Strategies and plan for agri-enterprises	21 August	Apichart
4. Market research	28 August	Apichart
5. Analyzing consumers markets	4 September	Apichart
6. Identifying Market Segments, Targets, and Positioning	11 September	Apichart
7. Marketing Margin	18 September	Apichart
Midterm Examination	22 -30 September	Exam
8. Government's role for agri-enterprises	2 October	Boonjit
9. Agricultural futures market	9 October	Boonjit
Graduation Rehearsal and Graduation ceremony	15-24 October	No class (Depending on Lecturer)
10. Agricultural processing and marketing	30 October	Kulapa
11. Dealing with competition in agricultural market	6 November	Kulapa
12. Setting product strategy for agri-enterprises	13 November	Kulapa
13. Pricing strategies for agri-enterprises	20 November	Kulapa
14. Designing and managing marketing channels and communications	27 November	Kulapa
15. Term-paper Presentation and Discussion	4 December	Apichart

***Note: Topics and class times may be subject to change.**